Louis Armstrong
New Orleans
International Airport

Graphic Standards and Trademark Usage Guidelines

Updated 10.12.12

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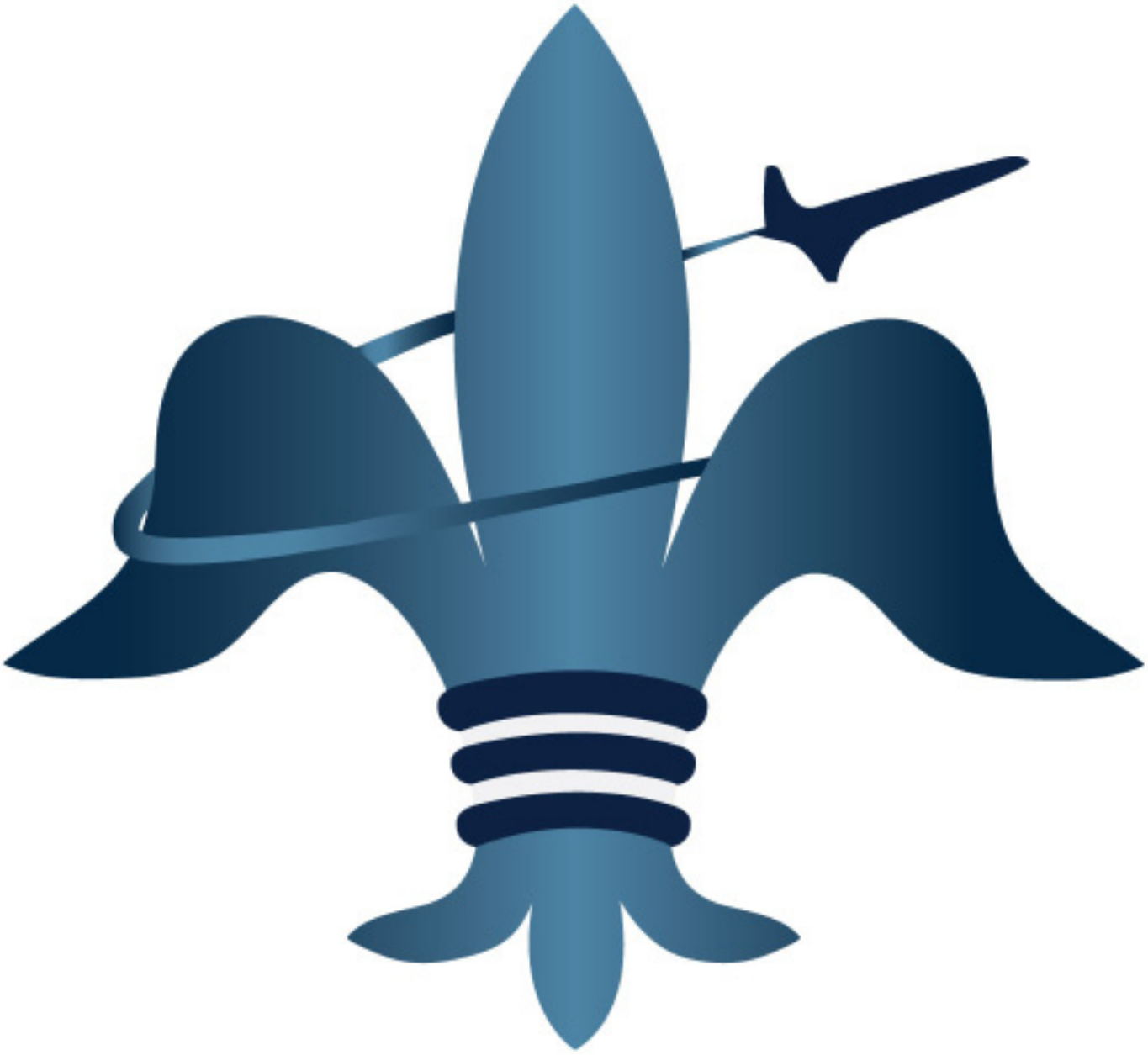


Graphic Design Principles

For a branding program to be successful, it must represent the character, personality, aims and goals of the business.

At the center of any branding program is a goal to produce an identifying trademark or logo that is both graphically strong and memorable. The Louis Armstrong New Orleans International Airport logo was designed to accomplish this goal.

A basic requirement in the use of this logo is that it be applied in the same manner wherever it is used. When applied consistently, a visual relationship between the logo and the airport is so strong that the presence of the logo alone will serve as an identifier of Louis Armstrong New Orleans International Airport.

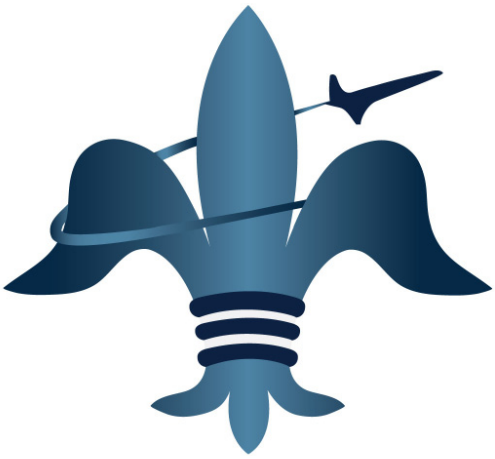
Because the applications of the logo are almost impossible to list, it is important that certain guidelines be followed when applying the logo for a particular use. Any treatment of the logo that diverts or weakens its effectiveness as a recognizable identifier with the airport is unacceptable.

The airport logo is exclusively owned by the New Orleans Aviation Board (NOAB) and may not be constructed, approximated or altered in any way - without exception. Substitution of standard typefaces or any other lettering is unacceptable for reproduction.

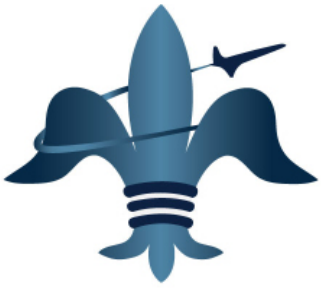
This airport logo style guide was created to establish reasonable application guidelines and to make available a collection of convenient standards against which any new applications of the logo may be evaluated by either the NOAB staff or outside vendors. The purpose of this document is to provide a sufficient guideline for the acceptable uses and/or portrayals of the airport logo so a consistent application is adhered to.

Questions about its use, should be addressed to the Marketing Department of the Airport.

Primary Logo Trademark



Example 1



Louis Armstrong New Orleans
International Airport

Example 2

The Louis Armstrong New Orleans International Airport trademark consists of a fleur-de-lis design with a contemporary rendering of an aircraft flying around the fleur-di-lis. The fleur-de-lis is a similar image to the City of New Orleans logo to identify ownership of the airport by the City of New Orleans.

There are two versions of the mark with type that may be used. The logo typeface is Eras Demi ITC. Do not use any other version of the Eras typeface family.

The first version incorporates the logo in a circle design with the airport name, Louis Armstrong New Orleans International Airport (Example 1).

The second version incorporates the logo with the airport name, Louis Armstrong New Orleans International Airport justified left and positioned to the right of the logo (Example 2). Note the scale and placement of the type to the mark.

The two versions of the logo are unique and either version should appear only once on the same application, but never together.

Always reproduce the logo from the digital files available at www.flymsy.com.

Clear Space Requirements

Clear space requirements allow the logo to stand alone and uncluttered by surrounding text and other graphic elements.

Maintain the " Cap X" spacing between graphic elements and/or text and the logo. Do not butt text and graphic elements to the logo.

Signature Logo Colors

To reinforce the brand, the correct color must be consistently used in all applications without exception.

A full color rendition of the logo may only be used on a white background.

When using the logo in documents or items using the 4-color printing process, use the C-M-Y-K specification - C:79, M:59, Y:0 K:68 for the logo.

When creating items where spot color is required or for customer color specialty printing, solid Pantone 2768C is to be used with no screens.

For digital media, use the HTML mix specification - #121C4D for the logo. For R-G-B, use - R:18, G:28, B:77 for the logo.

Correct Logo Usage

Below are color variations of the one version of the logo that may be used for different applications. The color application is the same for both versions. Always display the logo in color whenever possible. However, if color reproduction is not feasible, choose a solution that will create an optimum contrast between the logo and its background. Black or Pantone 2768C is the preferred choice.

In situations that require the logo be displayed on a dark color field, a white or reversed image should always be used without exception.

Full Color for use against white background only

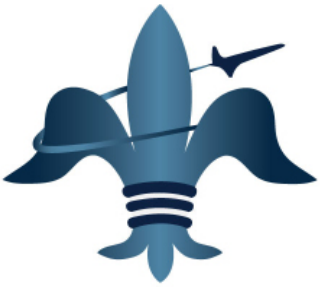
Black or Pantone Color on light backgrounds only

Alternate Black on light backgrounds only - this version only available for special requests

White color reversed for dark backgrounds only

Incorrect Logo Usage

- Never add anything to the logo.
- Never change the color of the logo. The corporate logo when printed in spot color is Pantone 2768C.
- Never horizontally rescale or smash the logo.
- Never rotate the logo at an angle.
- Never add text next to the logo or otherwise violate the clear space.
- Never use a logo against a background that does not allow for sufficient contrast.
- Never use the logo in odd shapes or patterns.
- Never create another multicolor or textured logo. Use the file provided on a white or light background.
- Never attach words or other elements to the logo.
- Never vertically rescale or smash the logo.
- Never place the name of the airport to the left of the mark when using the alternate version of the logo with type.
- Never make a photocopy of the original logo for project use. Always use an original file.



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